

BUICK 1978



75 Years of Greatness.



One of Buick's most memorable achievements in the early years was the creation of some of the world's great racing cars. Seen here, is a modified version of Buick's 1910 Model 16. Drivers on the Buick racing team included Bob Burman and Louis Chevrolet, who piloted these racers to numerous victories. In fact, in a car almost identical to this, Mr. Chevrolet set an American track record by averaging 72 mph in the Atlanta 200-mile Coca-Cola Stock Car Race in 1909.



Regal is a completely redesigned automobile this year. Its exterior dimensions are trimmer, but usable interior room has been improved in several important areas.

To accomplish this, we squared off its lines, expanding areas that needed expanding, and eliminating much unused space.

For 1978, there are three models to choose from: the standard Regal, the Limited, and the new Sport Coupe.

Take the interior of the Regal with notchback seating, center armrest, cut-pile carpeting—things you'd expect to find in a Buick. But then we did things like move the instrument panel forward to create new, front-seat knee and leg room. We've even designed in additional front and rear head room.

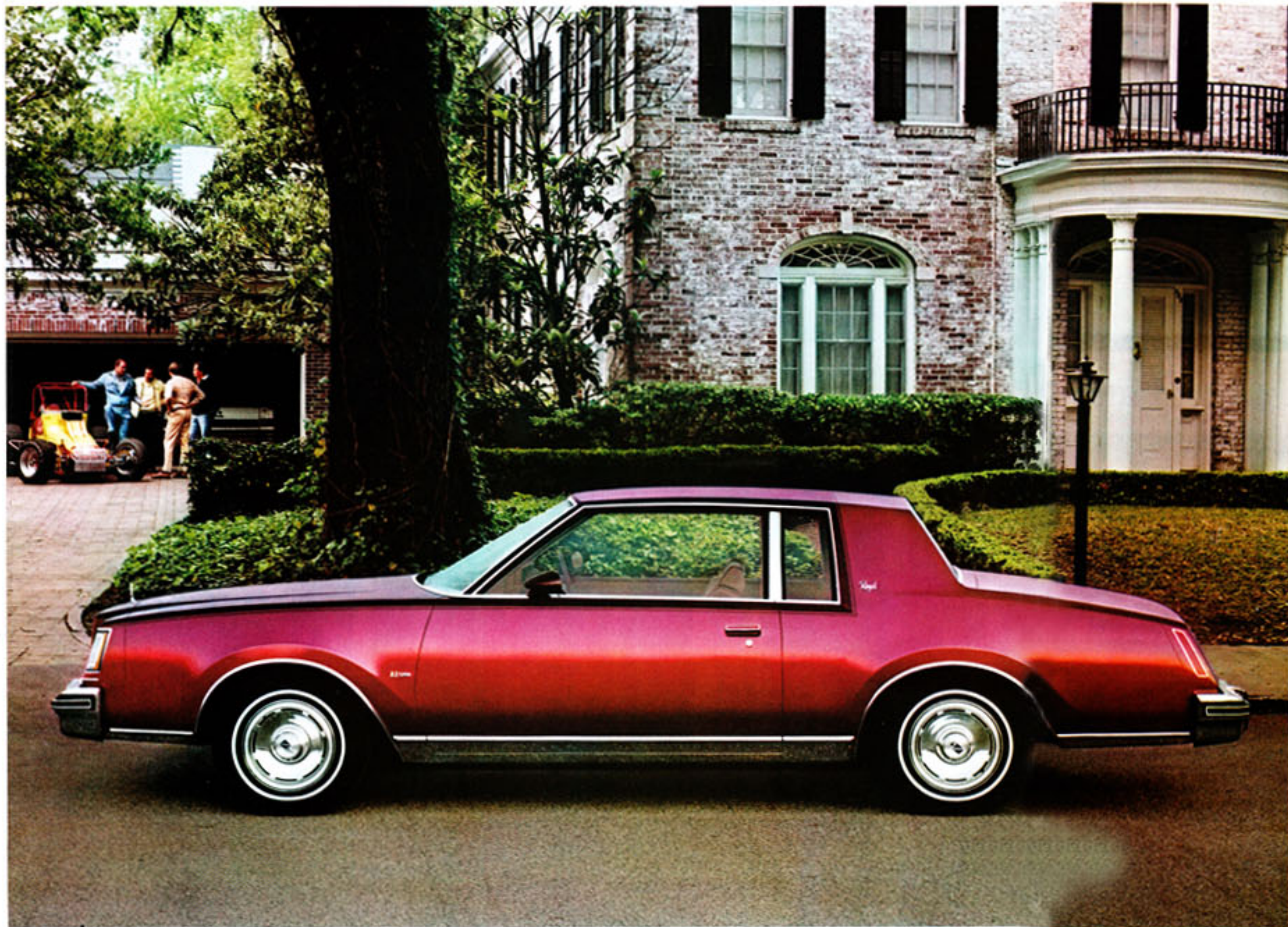
In short, what we've done with the 1978 Regal is lavish it with science to make it fun to drive. And we've touched it with magic, too, to preserve the luxury and comfort you've

come to expect of the Buick name. Both the Regal and Regal Limited are powered by a new, even-firing, 3.2 litre (196 CID) V-6 (not available in California and designated high-altitude areas). Required in California and high-altitude areas is an available 231 CID (3.8 litre) V-6 with an automatic transmission. The Sport Coupe carries a new, 3.8 litre (231 CID), turbocharged V-6 as its standard powerplant. The standard 2-barrel version is not offered in California

or designated high-altitude areas. An available 4-barrel version is required and will be available in California after January 1, 1978.

A word about engines . . . the Buicks displayed in this brochure are equipped with GM-built engines produced by various divisions. Please refer to the engine availability insert included with this brochure for complete details about engine sources and availability. Additional insert copies are available from your dealer.

Regal—a profile.



Regal. Classic, luxury-car elegance in a mid-size automobile.



Regal Sport Coupe. A bold look that bespeaks fine road manners. Powered by a new, 3.8 litre, (231 CID), turbocharged V-6.



NOTE: Throughout this brochure there are numerous illustrations of available interiors. These are included to show the various choices in types, colors, and fabrics. While some illustrations do not show seat and shoulder belts, they are standard on all Buick products, and should be used by all passengers.



This sporty Model E-44 Roadster was Buick's lightest six-cylinder car in 1918, a year when Buick, together with Cadillac, was busy building Liberty aircraft engines for use in the war. This powerplant employed a "vee"-shaped cylinder arrangement.



The 1978 Centurys present the mid-size buyer with an abundance of pleasant choices. There are four new Coupes: the Special, Custom, Limited, and Century Sport Coupe.

In fact, there's a Century to fill just about any mid-size buyer's needs. Take our Century Special, for example. It's a practical, down-to-earth model for those who want a mid-size car at a modest price.

Century Custom, on the other

hand, is a notch up the ladder, offering additional comfort and convenience items.

And if you desire even more luxury, there's Century Limited, which is fitted with the same lavish interior as our top-of-the-line Regal Limited Coupe.

There's even a Century for the enthusiast. The new Century Sport Coupe with special ride-and-handling suspension.

But whatever the model, all

new Centurys share a fastback body design that underscores what truly functional automobiles they are to own and drive.

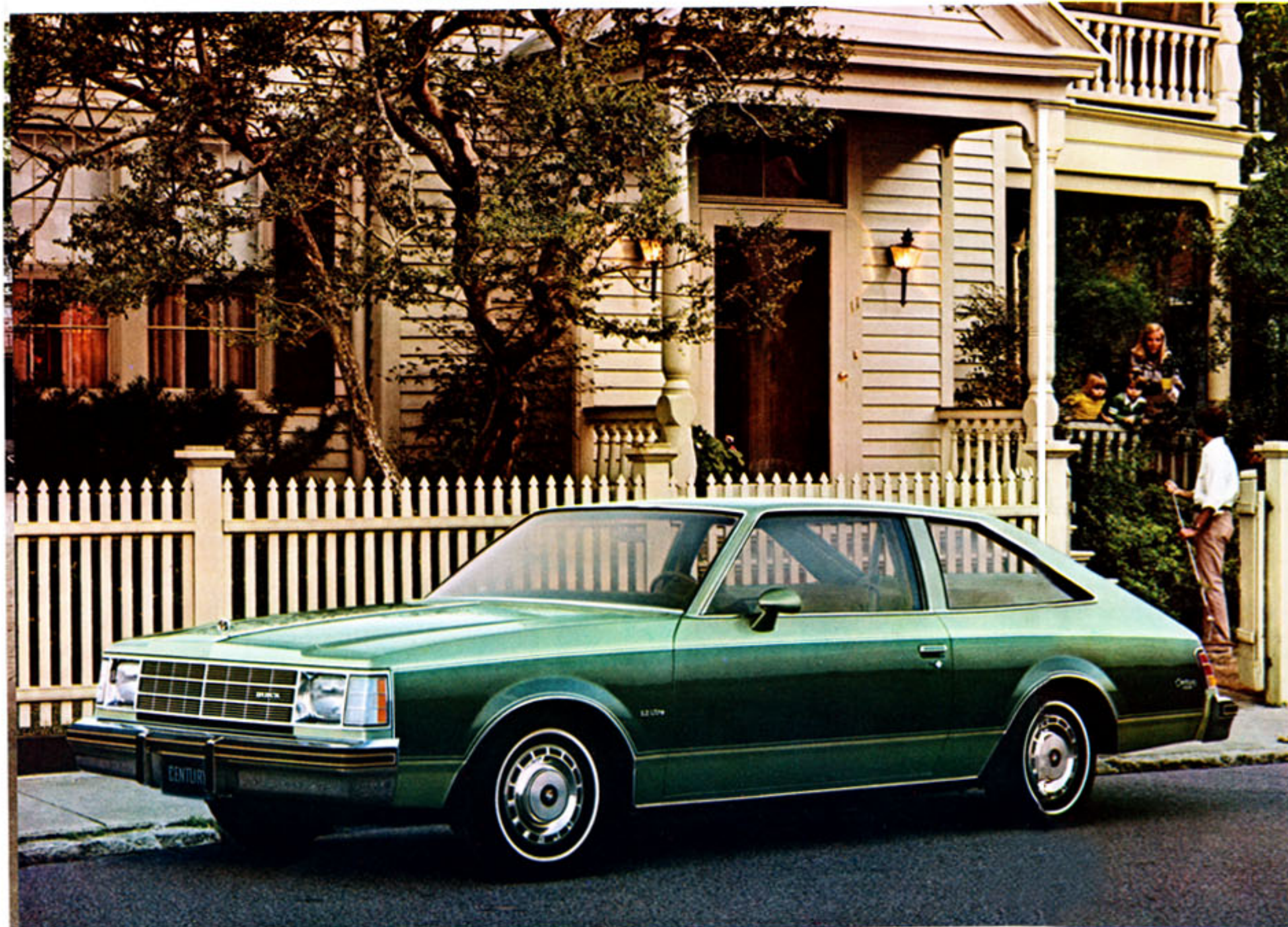
All Centurys—Coupes and Sedans alike—offer fuel-economy abilities. That's because they're trimmer than last year. Refer to the engine availability insert included with this brochure for EPA mileage estimates. Additional insert copies are available from your dealer.

A new, even-firing V-6 engine is

standard. The term "even-firing," by the way, comes from the fact that the engine fires at even 120-degree intervals of crankshaft rotation, as opposed to 90- and 150-degree intervals, as in some older versions. The advantage is a new dimension in smoothness for this V-6 engine.

When you take all of this into consideration, you get a pretty good idea of what a fine automobile the new Century is. And what a pleasure it is to set in motion.

Century Coupe—a profile.



Century Special Coupe. Believe it or not, this is our budget-priced Century.



Century Custom Coupe: An aerodynamic, European look with special accent on function.



Century Sport Coupe. The Century for enthusiasts.

When this model 35 Touring Car came out in 1922, Buick had just introduced a new, detachable-head, 4-cylinder engine that developed 18 horsepower from its 170 cubic inches. This engine was phased out, however, by 1924, when a detachable-head design was incorporated into Buick's increasingly popular in-line six.



Our Century Sedans offer the same contemporary lines as our Coupes, plus the added convenience of four doors and slightly larger interiors.

Yet, for all their practicality, the magic that you expect of a Buick is still there. Their separate body and frame construction is the kind of design we use on our full-size Buicks. It means the body and frame are isolated from each other. Thus, much of the vibration and road noise are

trapped and absorbed by the frame before they reach the body and you.

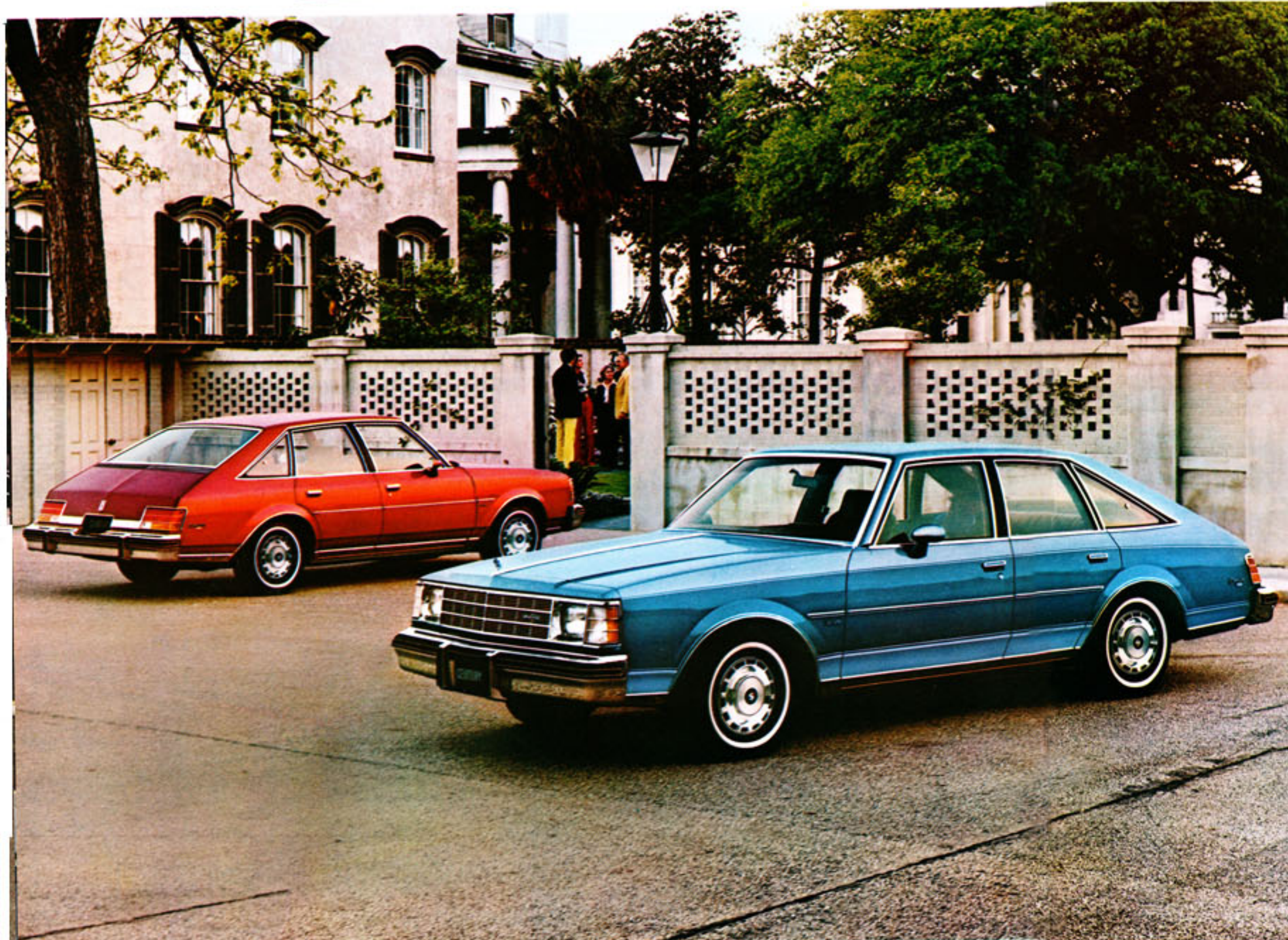
Century Sedan offerings include Special, Custom, and Limited models. Their power is supplied by a 3.2 litre (196 CID) V-6, (not available in California and designated high-altitude areas). Required in California and high-altitude areas is an available 231 CID (3.8 litre) V-6 with an automatic transmission. The 305 CID (5.0 litre) V-8 or 231 CID (3.8 litre) V-6 are also available.

These Sedans have fixed, second-seat windows and feature swing-out rear vent windows with manual or available power operation. And trunk space totals more than 16 cubic feet—that's more than last year's Century Sedan. The trunk, by the way, is equipped with a new smaller weight- and space-saving compact spare tire that stores fully inflated, ready to be driven up to 3,000 miles.

Of course, all mid-size Regals and Centurys offer a wide range of

available equipment. You can order a Delco AM-FM stereo radio and 40-channel CB with an automatic Triband power antenna that retracts from sight whenever you turn off the radio. And on every Century, except the Sport Coupe, there's the availability of distinctive, two-tone Designers' Accent paint.

Century Sedan—a profile.



Century Custom Sedan (foreground) and Century Special Sedan. More trunk space, more front and rear leg room, and more maneuverable in city traffic than last year.

In 1923, Buick built its one-millionth car and total annual production peaked the 200,000 mark for the first time. Buick was now the third largest selling automobile in the world—headed only by Ford and Chevrolet. At the time, the most popular car in the Buick stable was this 6-cylinder, 5-passenger Model 45 Touring Car.



If we do say so ourselves, the new LeSabre can be one of the best things that has happened to the full-size car in a long time. In the truest sense of the term, it's a full-size, six-passenger car. With room for heads, legs, shoulders, and luggage. And there's a range of models to suit nearly every full-size car buyer.

Let's begin with LeSabre Sport Coupe. Its flat black accents mark it as a car for serious sport enthusiasts. It comes with a standard suspension

package that includes special front and rear stabilizer bars, special firm springs and shock valving, and fast-ratio power steering. All of which is set in motion by a new, 3.8 litre (231 CID), turbocharged V-6 engine. The standard 2-barrel version is not offered in California or designated high-altitude areas. An available 4-barrel version is required and will be available in California after January 1, 1978.

Next of kin includes our regular LeSabre and LeSabre Custom, both of

which are available in Coupe or Sedan body styles.

Both, however, are equipped with an ample supply of quality Buick features. Standard power is provided by a 231 CID (3.8 litre) V-6, with the availability of a 301 CID (4.9 litre) V-8 (not available in California and designated high-altitude areas). In addition, a choice of 305 CID (5.0 litre) which is available in California only, 350 CID (5.7 litre), or 403 CID (6.6 litre) V-8's is also available.

And, of course, all are equipped with automatic transmission, standard. Not to mention a suspension system that is similar in design to our top-of-the-line Electra.

Furthermore, all LeSabres are fitted with such things as Full-Flo power ventilation, thick cut-pile carpeting, armrests, dome ceiling lights, and lots more—all standard. And the list of available equipment is pretty impressive, too. Everything from CB's to Designers' Accent paint.

LeSabre—a profile.



LeSabre Sport Coupe. Engineered for the enthusiast with a special ride-and-handling package and a 3.8 litre (231 CID), turbocharged V-6.



LeSabre Custom Coupe (foreground) and LeSabre Custom Sedan. Buick's full-size family cars. Comfort for six and plenty of trunk space.



10 to 60 in 25 seconds — a feat made possible in 1931 by Buick's new, overhead-valve, Straight Eight engine. It used an automatic vacuum-operated spark advance that eliminated the old spark lever mounted on the steering column. Buick had also eliminated the need for double clutching with a new, smoother shifting synchromesh transmission. The same year, Buick produced this handsome Series 50 Convertible Coupe.



Electra. The ultimate Buick. You know it the moment you see it. From its proud front end, to its wide, wraparound taillights, Electra exudes fine-car charisma.

For 1978, Electra offers full-size luxury in three progressive stages: the Electra 225, the Limited, and the Park Avenue. Each of which affords the choice of a Coupe or Sedan.

All three models possess a wide range of quality Buick features. The

standard powerplant, for example, is a 350 CID (5.7 litre), 4-barrel V-8. Automatic transmission is also standard. As is power steering, power front disc brakes, and front and rear coil-spring suspension.

But each Electra also has a character all its own. Take the Park Avenue Sedan as an example. With its formal roofline and side-mounted coach lights, it exhibits a presence which befits its top-of-the-line stature. On the other hand, the Limited Coupe

has a definite sporting air about it, with such availabilities as an electric sliding Astrorooft (which results in the loss of some head room) and chrome-plated road wheels.

Inside the new Electra, the science of function and the magic of luxury coexist happily. Here, there is spacious seating for six, on fabrics ranging from textured vinyl to buttoned-and-tufted, crushed velour. The ambiance is further enhanced by such standard niceties as deep cut-pile

carpeting, power windows, and the choice of a quartz-crystal dial or digital clock.

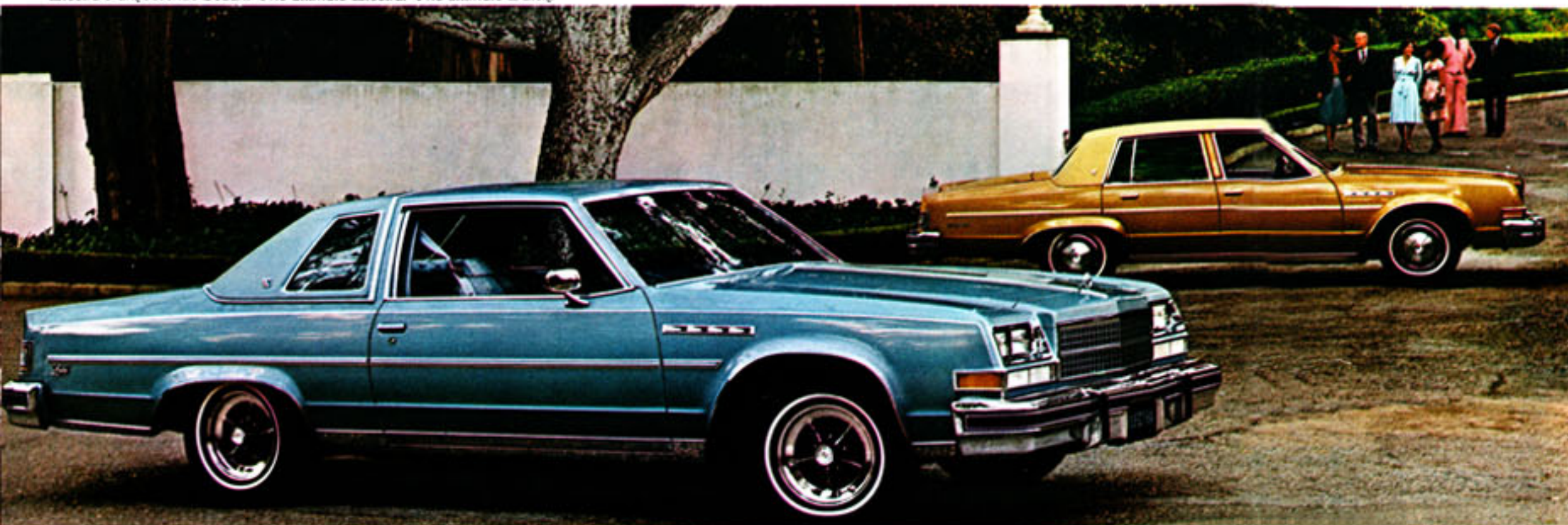
And if you'd like to add a few personal touches, there is a list of available options that includes such items as our new Delco FSR (Frequency Synthesized Radio) AM-FM stereo 8-track tape player, digital clock and a push-button, seek-and-scan tuner.

The point is, there is an Electra for whatever your tastes may dictate.

Electra—a profile.



Electra Park Avenue Sedan. The ultimate Electra. The ultimate Buick.



Electra Limited Coupe (foreground) and Electra 225 Sedan. Two of Buick's most luxurious full-size automobiles.



In 1934, Buick introduced its Series 40 models. They were designed to be smaller and less expensive to compete with lower priced cars. The example seen here is the 5-passenger Club Sedan, Model 41. It was built on an "X" cross-member-design frame (as were all Buicks from 1933 to 1959), and featured a new knee-action front suspension, which incorporated Delco-Loejoy shock absorbers and a rear anti-sway bar.



Fifteen years ago, we at Buick introduced a classic. The Riviera. It was originally conceived to be a leader in personal luxury car design.

The 1978 Riviera enjoys a clean uncluttered look, from front to back. Opera windows distinguish its profile, while the "spoked look" of its wheel covers embellish its classic car orientation.

On the road, front and rear stabilizer bars, plus hefty shocks, and

computer-selected coil springs at each wheel all help to ensure smooth going. Other standard driving assists include power steering. Power front disc brakes. Or, if you prefer, available 4-wheel disc brakes.

Standard power in Riviera is provided by a 350 CID (5.7 litre) V-8 with 4-barrel carburetion. But for those who want more power, a 403 CID (6.6 litre) 4-barrel V-8 is available.

But there is another, and equally

alluring, side to Riviera's nature. That of the elegantly appointed luxury coupe.

Plush, crushed-velour seats are arranged in 50/50 fashion to allow the driver to independently adjust his position at the wheel.

Standard features include twin armrests, power windows, instruments set in what looks like polished burled walnut, and a thickly padded, three-spoke steering wheel.

All of this makes for something

that is more than mere transportation. Because to drive the Riviera is to experience both the magic of Buick luxury and the science of communication with the road.

Riviera—a profile.



Riviera. Buick's personal luxury car.



1935 saw the introduction of the automatic choke and new series designations like Special, Century, and Limited. The famous Roadmaster appeared in 1936 when Buick unveiled its long-awaited, totally restyled cars—like this Model 61 Century Sedan. Styling featured all rounded corners, sweptback windshields, and sedans with the new Steel Turret Top. Another new feature was hydraulic brakes.



For 1978, Buick offers seven Skylark models. There are standard and Custom models, which can be ordered in Coupe, Sedan, or Hatchback body styles. And there's also Skylark 'S', a special lower priced model, offered only as a Coupe.

Skylark 'S' is our budget-designed compact. The standard Skylark offers additional comfort and convenience items. And if you opt for a Skylark Custom, you get a

number of nice touches found on some more expensive cars. In fact, there's a selection of available options that allows you to outfit your Skylark Custom much like a fine European touring sedan. With things like velour-covered bucket seats, a floor-mounted console, even a three-spoke Rallye steering wheel.

Of course, all 1978, Skylark models have a generous supply of fine Buick features in common. Standard power is provided by a gutsy even-

firing, 231 CID (3.8 litre) V-6 engine.

The standard transmission is a manual 3-speed, (not available in California and designated high-altitude areas). If you prefer, an available automatic may be specified (required in California and high-altitude areas).

Other nice Skylark touches include tall, European-inspired windows that distinguish the car's "greenhouse" and a maintenance-free Freedom Battery that is standard.

One more thing, if you order

Skylark as a Hatchback, you get some 29.2 cubic feet of cargo space in the rear (with the rear seat down).

And, of course, there's a long list of available options from which to choose.

The 1978 Skylark. Small enough to offer practicality and maneuverability. Buick enough to reward you with genuine comfort.

Skylark—a profile.



Skylark Custom Coupe. Comfort and convenience in a very practical, compact size.

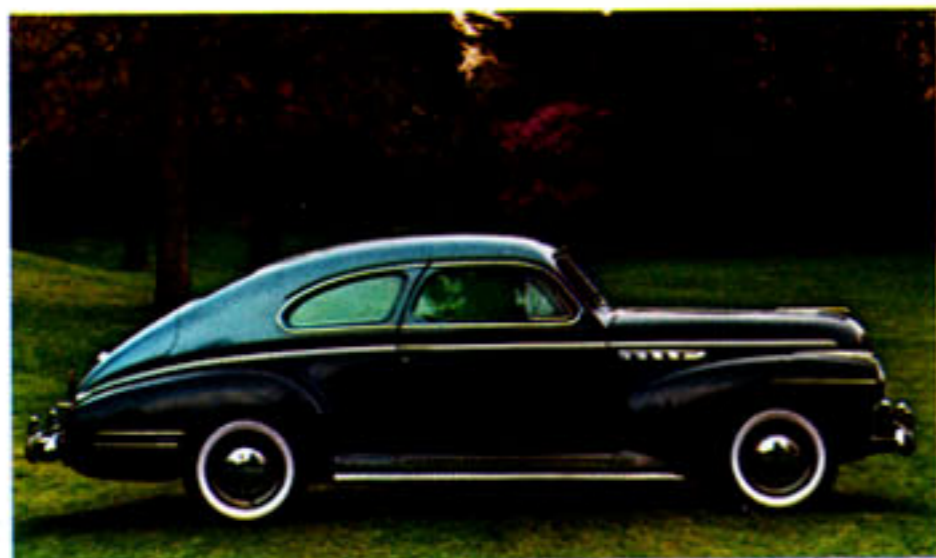


Skylark Custom Sedan. The lines and appointments of a European touring sedan.

Skylark Hatchback. A versatile hauler that can carry passengers or a load of cargo with equal aplomb.



Throughout the late thirties and the forties, Buick's list of industry "firsts" was long and distinguished. The first turn indicators appeared in 1939. "Fresh-air heaters" followed in 1940. And by 1941, when this first Buick fastback appeared, Buick introduced dual carburetion — a direct forerunner of modern multiple carburetion systems. By 1946, Buick would even be first to equip its cars with power seats.



Introduced in 1975, Skyhawk remains a dramatically good-looking automobile three years later. A car fairly brimming with individuality.

Its design is rakishly aerodynamic. With sloping grille. Domed hood. Louvered roof pillars. And a fastback rear deck.

Skyhawk power is provided by a gutsy 231 CID (3.8 litre) even-firing V-6. An engine designed to be smooth and responsive.

Skyhawk suspension utilizes front and rear stabilizer bars. Four-wheel coil springs. Add to this a nimble 97-inch wheelbase, and agility becomes Skyhawk's main forte.

Transmission-wise, you have three choices. The standard manual 4-speed. An available automatic. Or an available 5-speed overdrive (not available in designated high-altitude areas).

Sounds like a pretty sporty little number, doesn't it? Well, it is. But

you may rest assured that for all its fun, for all its spunk, Skyhawk is also an eminently practical mode of transportation. Just consider such things as High-Energy Ignition. It eliminates points and ignition condenser — and the need to replace them. And there's the fact that every Skyhawk is a Hatchback. That means nearly 28 cubic feet of cargo space with the rear seat folded down.

And in keeping with Skyhawk's zeal for the road, its cockpit has

been arranged with two-plus-two bucket seating, and with every dial, switch and control within easy reach and eyeshot of the driver.

And the Skyhawk instrument panel is arrayed with an mph-km/h speedometer, a voltmeter, fuel and temperature monitors, even a charge indicator for the battery.

So if you're looking for fun on the road, and you appreciate practicality, too, you've come to the right place.

Skyhawk—a profile.



Skyhawk. A sporty little Hatchback with nearly 28 cubic feet of cargo space (with the rear seat down), V-6 power, and an appetite for the open road.

In the late thirties, Buicks were equipped with many innovations: including windshield defrosters, self-shifting transmissions, and the industry's first coil-spring rear suspensions. And in 1940 came Buick's first "Woody," the Model 59 Estate Wagon. It was destined to become one of the most popular body styles in the country. And below, the 1978 Buick wagons. They have a lot more in common with the old "Woody" than just portholes.



Buick offers wagon practicality in two basic sizes. One is the full-size Estate Wagon, which comes in both a standard and available Limited edition. And then there's the mid-size Century Wagon, which is offered in Special and Custom models and an available Sport Wagon option.

The full-size Estate Wagon can accommodate up to eight passengers in the 3-seat version or haul as much as 87.7 cubic feet of cargo. It's well-

equipped for these big tasks with a 350 CID (5.7 litre) V-8. Or, if you desire more power, a 403 CID (6.6 litre) V-8 may be specified.

It's also equipped for your personal convenience with standard power steering, power front disc brakes, and automatic transmission. And, of course, there's a handy tailgate that you can fold down or swing open like a door.

Our mid-size Century Wagons exhibit their share of quality Buick

features, as well. A 231 CID (3.8 litre) V-6 is standard. V-8 power is available (V-8 engine required in California and specific high-altitude areas). Century Wagons afford 71.8 cubic feet of cargo space with the back seat folded down.

And thanks to a newly designed, fold-down rear deck and lift-up tailgate window, loading and unloading is easy.

Other bonuses this year include storage compartments behind the rear wheelhousings and swing-out

rear vent windows for ventilation. Rear-door windows are stationary. Recessed, rear-door armrests are featured.

So whether you're looking for the practical advantages of a luxurious full-size wagon or a more efficient mid-size wagon, there's a Buick wagon to fill the bill. Refer to the engine availability insert included with this brochure for EPA mileage estimates. Additional insert copies are available from your dealer.

Buick Wagons—a profile.



Estate Wagon. A full-size wagon with 87 cubic feet of cargo space and plenty of luxury, too.



Century Custom Wagon and Century Special Wagon. Two beautiful examples of wagon practicality.



1978 Buick safety features.

Ident. No. 78-BA-2-9-77 3mm Printed in U.S.A.

Occupant protection

Seat belts with push-button buckles for all passenger positions
Two front combination seat and inertia reel shoulder belts for driver (with reminder light and buzzer) and right-hand front passenger
Energy-absorbing steering column
Passenger-guard door locks
Safety door latches and stamped-steel hinges
Folding seatback latches
Energy-absorbing padded instrument panel and front seatback tops (including intermediate seatback tops on three-seat station wagons)
Contoured windshield header
Thick laminate windshield
Safety armrests
Safety steering wheel
Glove box and console door latch impact security
Smooth contoured door and window regulator handles
Automatic locking rear outboard seat belt retractors
Pressure lock radiator cap
High-strength front seat anchorages and construction
High-strength rear seat retention

Accident prevention

Side marker lights and reflectors
Parking lamps that illuminate with headlamps
Four-way hazard warning flasher
Backup lights
Lane change feature in direction signal control
Outside rearview mirror

Windshield defrosters, washer, and dual-speed wipers

Wide-view inside mirror (vinyl-edged, shatter-resistant glass and deflecting support)

Dual master cylinder brake system with warning light

Starter safety switch

Dual-action safety hood latches (front-opening hoods)

Headlamp aiming access provision

Low-glare instrument panel top, inside windshield moldings, wiper arms and blades, and steering wheel metallic surfaces

Safety wheel rims

Uniform shift quadrant

No winged wheel nuts, discs, and caps

Front disc brakes with audible wear indicators

Self-adjusting brakes

Illumination of windshield wiper and washer, heater, and defroster controls on instrument panel

Pressure-relief gas cap

Anti-theft

Anti-theft ignition key reminder buzzer

Anti-theft steering column lock

Anti-theft key system (one key for ignition only, other key for glove compartment, doors, trunk, and tailgate)

Visible vehicle identification



...a word about the components and optional equipment in these Buicks

The Buicks described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to Buick. From time to time, during the manufacturing process, it may be necessary, in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety, and fuel economy requirements, or for other reasons, to produce Buick products with different components or differently sourced components than initially scheduled. All such components have been approved for use in Buick products by Buick Motor Division, and will provide the quality performance associated with new Buicks.

With respect to extra-cost, optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, that they are acceptable to you.

All illustrations and specifications contained in this brochure are based on the latest product information available at time of publication approval. The right is reserved to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and to discontinue models. Some of the equipment shown or described throughout this brochure is available at extra cost. Check with your Buick dealer for complete information.

